PRODUCT PROMOTION PLAN

4th Sales Cycle

July 8-Aug. 30, 1974

TO: FIELD SALES FORCE

FROM: Mr. J. J. Gillis

We have reached the half way point in our selling and merchandising efforts for 1974. Our record at this point show a sales gain of +9.7% through May 10, 1974.

There is an excitment about our company and growth that is clearly recognized by all segments in the trade. Product Distribution, Display Impact, Consumer Contact and Switch Sales are key to sustaining the leadership we have achieved. Your contributions to our growth and leadership are recognized and appreciated.

We have every confidence that we can together continue in this direction.

Jack Gillis

J. J. GILLIS

JJG:izb

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Source: https://www.industrydocuments.ucsf.edu/docs/dqyk0000